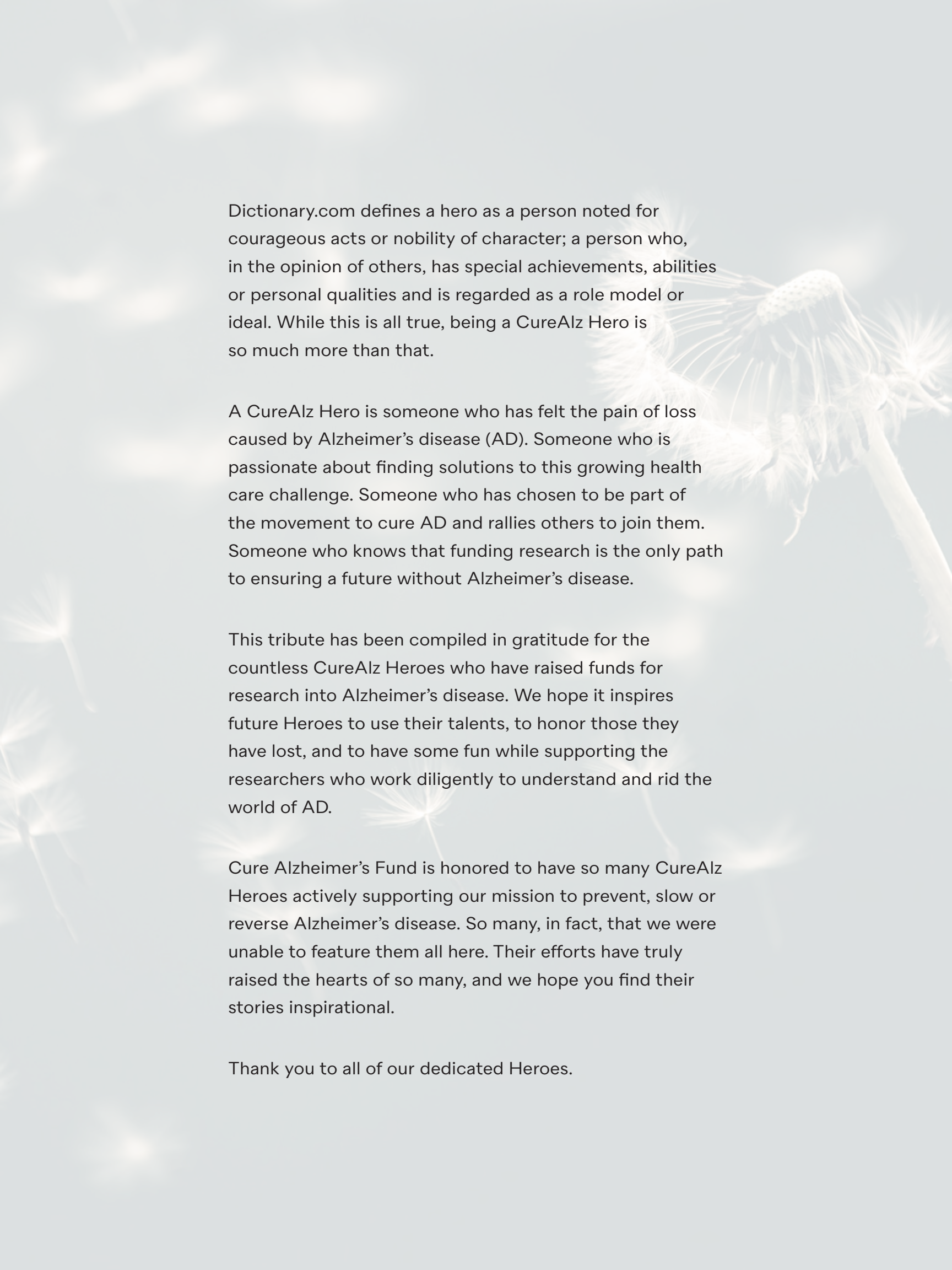




# CUREALZ HEROES

*Tribute Edition*



Dictionary.com defines a hero as a person noted for courageous acts or nobility of character; a person who, in the opinion of others, has special achievements, abilities or personal qualities and is regarded as a role model or ideal. While this is all true, being a CureAlz Hero is so much more than that.

A CureAlz Hero is someone who has felt the pain of loss caused by Alzheimer's disease (AD). Someone who is passionate about finding solutions to this growing health care challenge. Someone who has chosen to be part of the movement to cure AD and rallies others to join them. Someone who knows that funding research is the only path to ensuring a future without Alzheimer's disease.

This tribute has been compiled in gratitude for the countless CureAlz Heroes who have raised funds for research into Alzheimer's disease. We hope it inspires future Heroes to use their talents, to honor those they have lost, and to have some fun while supporting the researchers who work diligently to understand and rid the world of AD.

Cure Alzheimer's Fund is honored to have so many CureAlz Heroes actively supporting our mission to prevent, slow or reverse Alzheimer's disease. So many, in fact, that we were unable to feature them all here. Their efforts have truly raised the hearts of so many, and we hope you find their stories inspirational.

Thank you to all of our dedicated Heroes.

# Dear Friends,

In our newsletter early in 2007, we featured 11-year-old Jessica Lavorgna from Tewksbury, New Jersey, who raised money for our research by selling plaid pajama bottoms as a 6th grade class project.

"For my project, I chose to change the world by raising money for people who have Alzheimer's," wrote Jessica. "Alzheimer's is a disease where you sort of live in the past....You can't remember your grandkids or friends....I would know, my grandma didn't remember my sister or me."

Her efforts raised \$1,200. How extraordinary and humbling.

Shortly after meeting Jessica, we were introduced to Alan Arnette. Alan may be familiar to many of you—he has been a member of the Cure Alzheimer's Fund family and an active contributor to our research for many years. In 2007, at the age of 50, Alan began his yearlong journey of climbing mountains to raise awareness—and donations. He started with Denali in Alaska, then moved on to Shishapangma in Tibet, followed by Pico de Orizaba in Mexico, and culminated with Mount Everest in the Himalayas.

Alan knows firsthand the devastation of Alzheimer's disease; his mother, Ida, and his four maternal aunts all succumbed to the disease. "The experience has moved me to redefine my life's purpose to become an Alzheimer's advocate using my passion of mountain climbing as a method to reach people," writes Alan.

Jessica, Alan and hundreds of other amazing and imaginative people have been generous with their time and organizing efforts to contribute to our research in search of a cure for Alzheimer's disease. Road races, tournaments, bake sales, recitals—and even the sale of masks during the pandemic—have generated financial resources for research due to the generosity of so many.

We affectionately refer to these passionate and extraordinary individuals as our HEROES.

In this newsletter, we honor the kindness of our Heroes and share the ways in which they have made a difference in our world. Their contributions are vital to our progress, and each Hero has had an impact on our journey to find a cure. They understand that 50 million people worldwide, and their friends and family, live with the burden and devastation of this fatal disease, and all have been a part of the future solution.

When sharing her feelings about her young daughter's effort to help rid our world of Alzheimer's disease, Jessica's mother summed it up nicely: "One person can do one positive thing and it has a snowball effect and grows and grows. Who knows how far it will go."

I am honored that they have selected Cure Alzheimer's Fund and donated to our mission.



Gratefully,

Tim Armour  
President and CEO  
Cure Alzheimer's Fund

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# Inspiring Others

CureAlz Heroes have been pursuing athletic endeavors, large and small, to honor or memorialize a loved one. From in-person and virtual 5Ks and golf tournaments to individuals biking across the country or climbing a mountain, these events have helped raise awareness and funds for Alzheimer's disease research. Their efforts have been truly inspiring and have engaged others to participate, cheer, contribute or become Heroes themselves.

## THE DICK HOLLANDER OPEN

Laytonsville, Maryland, 2013–2015

Together with the Hollander and Capon families, Jake and Josh Akman founded a charity golf tournament to honor their late grandfather, Dr. Richard Hollander. The Dick Hollander Open™ has raised awareness and funds to support Alzheimer's research. "Our grandfather suffered for more than 15 years from Alzheimer's. He taught us both how to play the game of golf, so what better way to honor him than by hosting a tournament in his name?" said Jake. "We raised more than \$221,000 in honor of a great man for a great cause, and we know our grandfather would be proud of the work we've done. Still, we would trade it all to have him back," said Josh. "I think that having a large and passionate family is part of our secret sauce. Dick also touched many people's lives, and they have generously supported our event because of their connection to him," added Josh.



## AXELS FOR ALZHEIMER'S

Boston, Massachusetts, 2019

Leah Spencer channeled her lifelong passion for ice skating to create this unique figure skating benefit in honor of her grandmother, who succumbed to the effects of dementia. For every one of 32 axels landed, sponsors donated to CureAlz. The event raised \$3,250 for research.





### SLOAN MEADOWS AND ZACHARY BROWNING

*Harrisonburg and Moseley, Virginia, 2016*

College friends who both had a family history of Alzheimer's decided to do something to give back—and the idea of a cross-country bike trip, ARide2NeverForget, was born. Sloan (right) and Zachary (left) started at the edge of the Atlantic Ocean on May 14, 2016, and dipped their front wheels in the Pacific Ocean on July 3, 2016, to culminate an epic ride that raised \$31,000 for Cure Alzheimer's Fund research.



### KATHY THOMALLA MEMORIAL GOLF TOURNAMENT

*Little Canada, Minnesota, 2021*

Almost 100 golfers participated in this tournament set up by Dick Thomalla for his beloved wife, Kathy, who had Alzheimer's. The tournament raised \$6,900 that went directly to ground-breaking research.



### DIANA FISKE, HAY HARBOR TENNIS CLUB

*Fishers Island, New York, 2007–2017*

Beginning in the summer of 2007 and for the next 10 years, the women of Hay Harbor Tennis Club participated in a round-robin tennis tournament to raise money for Alzheimer's research in honor of their friend, Alison McCance, wife of Cure Alzheimer's Fund Founder and Co-Chairman Henry McCance. Organized by club member and friend Diana Fiske, the proceeds from the event have played a significant part in providing a better understanding of Alzheimer's disease. "This terrible disease has impacted so many of us. Cure Alzheimer's Fund is a groundbreaking organization that is making huge strides, and we are so proud to support it," said Diana. They raised more than \$37,000 for Cure Alzheimer's Fund.



### BOOMERANGFIT

*Marion, Massachusetts, 2018*

These baby boomers are committed to returning to the fitness they once enjoyed in their 20s and 30s by taking on physical challenges that stretch their limits, like climbing Mount Rainer. Why? To honor their many family members who have had Alzheimer's disease. They raised more than \$6,100 for Cure Alzheimer's Fund.





## BRANCHBURG RACE AGAINST ALZHEIMER'S

Branchburg, New Jersey, 2013–2014

When high school junior Mike Napoli (left) learned his friend's mother had been diagnosed with early-onset Alzheimer's disease at age 50, he wanted to do something to help. He organized a 5K run and 1-mile fun run/walk and raised \$110,000 that went directly to CureAlz to help researchers find a cure.



## JESS AND BOB RICE, JOG YOUR MEMORY

Needham, Massachusetts, 2014–present

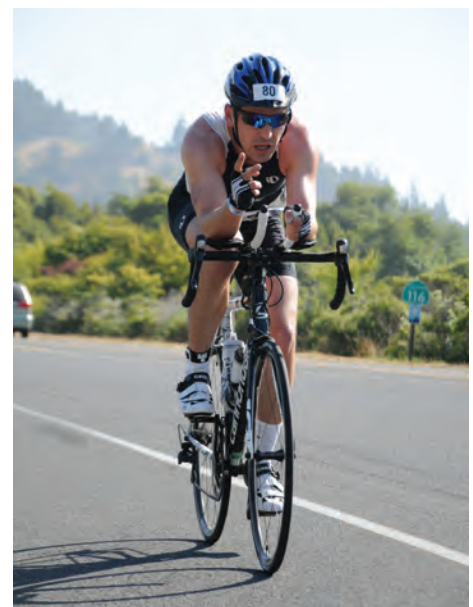
After watching her mother suffer from early-onset Alzheimer's disease, Jess Rice (center) and her husband, Bob (third from right), founded Jog Your Memory Inc. "Back in 2007, my mother, Carol Caley, was diagnosed with early-onset Alzheimer's. After seeing the struggle she has gone through, along with the struggle my father, Dick (fourth from left), has faced as her primary caregiver, Bob and I knew we needed to do something. With my love for running, along with our shared passion to help others, organizing our first race in 2014 was a logical way to do some serious fundraising while having a little fun along the way. Knowing we wanted to grow this mission, we reached out to a very special group of our friends and family....With the collective power of our board, we are excited to pursue our dream to raise money to 'Run Alzheimer's into the Ground.'" To date they have directed more than \$1 million to Alzheimer's research through Cure Alzheimer's Fund.



## JIMMY HAMILTON

Saratoga Springs, New York, 2021

Hammy Rel13f Fund is a nonprofit organization started by Jimmy Hamilton (right). For its inaugural event in 2021, the group held a golf tournament and—in memory of Jimmy's great-grandfather—chose CureAlz to receive the \$11,000 raised. Jimmy and his board are all 26 years old or younger, and it is their hope to engage younger friends and family to give back.



## STEFAN SCHNABL

Austria, 2019

Stefan participated in his first half-Ironman 70.3 race in Austria in honor of his uncle with Alzheimer's disease. He completed the challenge and raised \$370 for research.



## ALAN ARNETTE, CLIMBING MOUNTAINS

Fort Collins, Colorado, 2007–present

“My mother, Ida, was the memory keeper in our family. She was the one at family reunions who knew every person’s name, where they lived and who their parents were. She had eight siblings—four of her sisters also died from Alzheimer’s disease,” said Alan Arnette. Alan started climbing mountains at the age of 38, considered a late start by most standards. Among his many accomplishments, Alan summited Mount Everest at the age of 55 and was the oldest person to summit K2, the second-highest mountain on Earth. Alan describes himself as “born with a passion for climbing and a purpose as an Alzheimer’s advocate.” A longtime friend and supporter of Cure Alzheimer’s Fund, Alan has used his platform to honor his mother and raise awareness, as well as hundreds of thousands of dollars for research.



## RUNNING ROAD TRIP

Boulder, Colorado, 2017

The Running Road Trip (RRT) is a team of four recent University of Colorado Boulder graduates—Charlie Watson, Bailee Mulholland, Sadie Witt and Nico Ericksen-Deriso (above, from left)—who visited and ran in every contiguous state to raise awareness and money for Alzheimer’s disease research. The RRT was created in memory of one of Nico’s grandfathers. An avid runner and outdoorsman, he passed in 2011 after a lengthy battle with AD and stroke-induced dementia. The RRT honored the legacy of Nico’s grandfather by raising funds to aid in the fight against Alzheimer’s disease.



## ROBERT KISS

Chatham, New Jersey, 2018

“By bringing awareness to the generosity of the American Spirit, we can be reminded that there are more causes that unify us through our common humanity than those which divide us.” Guided by this mission statement, Robert embarked on a three-month, cross-country bicycling fundraiser from San Diego, California, to the Statue of Liberty in New York called the One America Charity Ride. CureAlz was among the 25 designated charities and received a donation of \$4,750.



## MAX NEEDHAM

Savannah, Georgia, 2015

Max biked for 55 days across America. He started in Savannah, Georgia, and arrived in San Diego, California, the day after Christmas. He chose to raise money for Cure Alzheimer’s Fund in memory of his grandmother, and raised more than \$2,000 for research.



## ALEXANDER SCHMIDT AND AUGUSTUS SNYDER

2019

College friends shared a dream and a wish for a better future—and used that as motivation to cycle the entire 4,227-mile Trans American Trail from Virginia Beach, Virginia, to Astoria, Oregon. Alex (left) and Augustus (right) channeled their passions for adventure and challenge to raise awareness and funds for an issue near and dear to Alex's family—Alzheimer's disease.

## LESLIE McCABE

Fort Mill, South Carolina  
2016

Leslie (left) ran the Novant Health Charlotte Marathon in honor of her mother, who passed away from the effects of Alzheimer's disease, raising more than \$1,100.



## BOBBY ZERWICK, THE APPALACHIAN TRAIL

Bowers, Pennsylvania, 2012

Shortly after his 2012 graduation from Pennsylvania's Kutztown University, Bobby Zerwick embarked on a five-month journey on the then-2,187-mile Appalachian Trail. At age 22, he decided to make the hike in honor of his and his girlfriend's grandmothers, who had both died from the effects of Alzheimer's disease. "Alzheimer's disease has affected my entire family. I was in 10th grade when my grandmother passed away," says Zerwick. "It was sad because she couldn't even remember who I was or who anybody was, for that matter. I can only imagine what it would be like not recognizing the people I love." Zerwick averaged about 15 miles per day walking 10 to 12 hours, only stopping when the trail was flooded. He survived on Pop-Tarts®, GORP (a mixture of granola, oats, raisins and peanuts) and other high-energy foods, and not only finished the trail, but exceeded his fundraising goal of \$5,000 for research.



## RUNNING 4 ANSWERS

Roseland, New Jersey, 2010–present

Inspired to do something when her mom was diagnosed with Alzheimer's disease, Carolyn Mastrangelo (second from right) started Running 4 Answers, a 5K race and two-mile fun run, with friend Barbara Geiger to raise money and awareness and create a fun community event. Carolyn lost her mother to the disease in 2016. "The saddest part is that my story is not unique. Many who read this will have similar stories to tell. Noticing that my mom wasn't quite right was a scary revelation; realizing that it was happening at age 55 was terrifying. She was a wife, mother, daughter, sister, friend...roles that she taught me how to do well. She was a registered nurse at a nursing home for 22 years, a job she enjoyed tremendously," said Carolyn. Running 4 Answers has contributed more than \$408,000 to Alzheimer's research. "We're doing something....every step we race is a step in the right direction," she said.





## DKJ FOUNDATION

*Reading, Massachusetts, 2001–present*

In 1994, at the age of 60, David K. Johnson was diagnosed with Alzheimer's disease. His wife and primary caregiver, Susan, passed away from a heart attack just five years after David's diagnosis. Their children, Gregg (right), Bruce (left) and Laurel, assumed responsibility and cared for their father until his passing in 2004. In honor of their parents, Gregg and Bruce Johnson created the DKJ Foundation in 2001—and the foundation has held a golf tournament and other fundraisers every year. "We are very fortunate to have grown up in a wonderful, loving family atmosphere. We want to promote and keep alive the 'life lessons' we have learned from our parents and share these values with our children and others as well," said Gregg and Bruce. The foundation has raised more than \$280,000 to advance research to find a cure for Alzheimer's disease.

## RICK WOJCIAK

*Fitchburg, Wisconsin, 2015*

"Ridin' Rick" Wojciak, 62, and five of his friends set out on their bicycles to ride 2,673 miles across the country—from San Diego, California, to St. Augustine, Florida. Inspired by his mother-in-law, Ruth, who had Alzheimer's, Rick asked friends and family to donate a few cents for each mile cycled. He raised more than \$10,000 for Alzheimer's research.



## DIANA FISKE, ESSEX PLATFORM TENNIS CLUB

*Essex, Connecticut, 2019–2020*

For two years Diana Fiske led a fun, sunny morning of paddle tennis with fellow members and guests that raised funds and awareness for the cause. She raised \$2,882 with her events.



## MATT RAW, THE NEW YORK CITY MARATHON

*New York, New York, 2012*

Every year while growing up, Matt Raw would watch New York City Marathon runners pass through his Brooklyn neighborhood. In 2012, he ran the race in honor of his mother, Nancy Drapeau, who was diagnosed with early-onset Alzheimer's disease. "My mom's diagnosis motivated me to take up running seriously," he says. "It gave me some space to think about Mom and work through some of the emotions, providing me a kind of mental clarity." He raised more than \$1,600 for Alzheimer's research, a cause his wife, Maggie Campbell, has supported through the creation of her hand-crafted calendars.



## MARIA PUGLIESE, EL CRUCE DE LOS ANDES RUN

Temple, Texas, 2012

Maria Pugliese has watched Alzheimer's disease impact her family. "My great-grandmother died of Alzheimer's, as well as one of my great aunts. And I know that my family is at risk," said Maria. Her grandmother, Dona, also was diagnosed with the disease. "She has her good days and her bad days, but she just isn't the woman she used to be. She has reverted to her childhood and goes by her maiden name." Having watched Dona and those around her suffer for the past several years, Maria is determined to help find a cure. Not willing to take any chances, she is very active and particular about her diet and health regimen, which are all smart strategies for good brain health. Determined to make a difference, Maria ran 60 miles in the El Cruce de los Andes race across the Andes Mountains and raised more than \$3,000 for Alzheimer's research. "Alzheimer's disease has a daily impact on my family, and I want to see it cured as soon as possible."

## ETHAN LAM AND KIM CHAN

Huntington Beach, California, 2014

Kim Chan ran the Long Beach half-marathon twice in honor of her grandfather, who died from the effects of Alzheimer's disease. Kim's son, Ethan, then 11, ran along with her the second time, beating her time by 20 minutes. He came in third in his age group and raised more than \$1,000 for Cure Alzheimer's Fund.



## KENDRA BLANKENSHIP

Laguna Hills, California, 2016

In honor of her grandmother and all those affected by Alzheimer's disease, Kendra ran the Prairie Spirit Trail 50-mile race in Kansas in 2016.

She raised money for AD research and ran 50 miles, a new personal best distance.



## MICHAEL BELL, RIDE ACROSS AMERICA

Arlington, Virginia, 2015 and 2021

Seventy-year-old Michael Bell completed a 27-day, 2,908-mile Ride Across America to remember Valerie, his wife of 47 years, who succumbed to the effects of early-onset Alzheimer's. Michael completed an earlier 3,501-mile fundraising ride at the age of 64, from Everett, Washington, to Boston, Massachusetts. "Valerie handled her diagnosis with strength and humor," said Michael. "The longest ride of my life symbolizes the huge challenge of tackling dementia and Alzheimer's disease," he said upon completing the first ride. By donating a portion of the proceeds he raised to research, Michael—and Valerie—have helped bring us closer to a cure.



Photo credit: Richard W. Dionne Jr./East Bay Media Group

**WHIT COLLIER***Wellesley, Massachusetts, 2021*

“Riding a unicycle atop a bucking bronco” is how Whit describes windfoiling, a hybrid watercraft that combines elements of windsurfing, kitesurfing and hydrofoiling. Whit and his dad, Charlie, who died of Alzheimer’s disease in 2018, started windsurfing together in the 1980s. Whit took on a personal Windfoil Upwind Challenge on the Sakonnet River in Rhode Island in honor of his father. He raised nearly \$5,800 for Cure Alzheimer’s Fund.

“While there are many outstanding organizations we could support, Cure Alzheimer’s Fund stood out to us. One hundred percent of the donations go to research on finding a cure, and all administrative costs are covered by the founders and board.” — CureAlz Hero

**JEFF MADDEN***Woodridge, Illinois, 2015–2016*

When his grandmother succumbed to the effects of Alzheimer’s disease, Jeff (right) vowed that one day he would do something significant to raise money for a cure. And that he did. Jeff summited Mont Blanc, France, in 2015, and Mount Baker, Washington, in 2016, with all proceeds benefiting Cure Alzheimer’s Fund. His climbs raised vital funds for Alzheimer’s research.

**MONGOL MUSKETEERS ROAD RACE***London, England, 2017*

“There are three necessities for undertaking a rally across 20,000 miles of tarmac, mountains, desert and steppe,” wrote Brigitte, Grady and Sam. “An intrepid and inquisitive companion, to share the joys and burdens of the journey; a valiant steed (or car) to carry you along the way; and a noble cause to keep spurring you towards the finish line. Cure Alzheimer’s Fund is dear to both our hearts, having each lost grandparents to the disease, and we are both proud and hopeful in our support of its efforts....As our fellow adventurer, Sir Francis Drake, once said: ‘There must be a beginning of any great matter, but the continuing unto the end until it be thoroughly finished yields the true glory.’” Two fundraising teams actually made the 20,000-mile Mongol Rally from Ireland to Mongolia. The teams exceeded their fundraising targets and contributed \$8,000 to Alzheimer’s disease research.



David Zajac, The Record-Journal

## GLENN CAFFERY, A CROSS-COUNTRY RUN

Leyden, Massachusetts, 2011

Glenn Caffery's father, Dick, was diagnosed with early-onset Alzheimer's at age 55. At the time, neither Glenn nor his family had any knowledge of the disease. According to Caffery, "my father was always high performing and good at masking his symptoms, so none of us ever suspected anything. My mom, Dolores (right), bore much more than she ever should have," he said. "But she was always a passionate advocate for my dad, as were many of his friends." Glenn ran 3,200 miles across the country to raise money to help find a cure for Alzheimer's disease. "Watching my father made me feel so helpless," he said. "Since his passing, I felt like I needed to do something to help, and running across the country felt like something."



## GREG WELLMAN JR.

Kingsport, Tennessee, 2013

Greg swam 440 pool lengths to raise funds to help find a cure for Alzheimer's disease. His grandmother, Grace Bosdell, had been suffering from symptoms of the disease for six years. He raised \$1,700 for Alzheimer's research.

**"As I learned about the pathology of the disease and the effects it has on friends and family, and even our health care system, I knew I had found our cause. It really hit home that more research is needed for an effective cure."** — CureAlz Hero



## PAUL SAPPIE

Pittsburgh, Pennsylvania, 2019

Witnessing the struggles his great-grandmother and mother-in-law experienced while living with Alzheimer's disease inspired A Ride to Remember. Paul (back row, center) biked 333 miles from Washington, D.C., to Pittsburgh, Pennsylvania, to raise money needed to fund research to fight AD. His efforts raised \$3,700 for CureAlz.



## TRAVIS AND KRISTEN SONGER

Watertown, Massachusetts, 2013

The couple talked about "chasing the unicorn"—running the Boston Marathon—and didn't know whether they were up to the challenge. They decided they could raise money, commit to training through the cold winter and that CureAlz was a charity whose ethos matched their own. Together they realized their dream of running the Boston Marathon and raised \$578 for CureAlz.



# Doing Good Together

Fundraising to support a cause close to your heart can be very satisfying. Some CureAlz Heroes have found that rallying their friends, colleagues or others to work together as a team to raise funds made it even more enjoyable. From a local fire station to a spin class to “Family Feud,” CureAlz Heroes have found creative and engaging ways to support Alzheimer’s research.

## ROBIN AND GREGG GASKINS

Columbia, South Carolina, 2015

Robin and Gregg Gaskins both have a family history of Alzheimer’s disease, having lost their mother and grandmother, respectively, to the disease. The couple owns six Express Oil Change and Service Centers in Columbia, South Carolina, and wanted to do something to help fight Alzheimer’s. For one month, they donated \$1 to Cure Alzheimer’s Fund for every oil change they did, and encouraged their customers to donate as well, raising \$4,600.



## CYCLEBAR®

Richmond, Virginia, 2019

Considered the largest indoor cycling franchise in the world, CycleBar commemorated Alzheimer’s Awareness Month in November by partnering with CureAlz. Donna Sharp Suro, owner of CycleBar in GreenGate and daughter of CureAlz Board Member Sherry Sharp, suggested that CycleBar rally its franchise owners nationwide to conduct a charity ride to benefit CureAlz. The CureAlz and CycleBar marketing teams joined forces to make Donna’s vision a reality. Studios coast to coast held more than 50 events, raising more than \$12,000 for research funding.



## ERICKSON FAMILY, PARTY WITH A PURPOSE

Canton, Massachusetts, 2019

Beth Erickson and her daughter, Emily Fitzgerald, invited Greg O’Brien to speak at an event titled “Care, Cope, Cure: A Discussion About Alzheimer’s Disease.” Greg, who was diagnosed with early-onset Alzheimer’s disease at age 59, shared his experience with the disease. CureAlz President and CEO Tim Armour was on hand to meet with the 100 guests in attendance. The event raised \$26,000 for research.

## JOHN FERRERO, ‘THAT NICE MAN ON THE STREET CORNER’

Crystal Springs, Illinois, 2017–2019

John M. Ferrero Jr. was a kind and giving man diagnosed with Alzheimer’s disease in 2010. He had a close family who cared for him. For years, he would stand on the street corner near his home and smile and wave at the cars as they drove by. He was familiar to his community; people would stop and talk with him, often sharing a doughnut or other snack. Many drove by his corner purposely because it made them feel special and brightened their day. He became so well known by the local radio station’s morning team that they often would mention “that nice man on the street corner.” After John’s passing, his family held a car wash and bake sale and sold lemonade to raise funds for Alzheimer’s research; their wish is to find a cure so that other family members do not have to lose their loved ones to the disease. They have held the events for three years and have raised \$4,300 for AD research.



## FIRE FIGHTERS (IAFF) LOCAL 792

Quincy, Massachusetts, 2016–present

Each year, International Association of Fire Fighters (IAFF) Local 792 holds a fundraiser at Olindy's bowling center to support Alzheimer's research. More than 100 firefighters and their friends and families gather to do what they do so well: give back. "We decided that we needed to put our efforts into fighting Alzheimer's," said Lt. Ralph Blight. "In our day-to-day emergency response, we saw so many in our community affected in some way by this affliction. We also stepped back and saw many in our own brotherhood were being touched by this disease...some more intimately than others. As firefighters, we are used to taking action. Fundraising was the easy part (who doesn't like to bowl and drink beer?)...it was finding the right fit for the money we raised (that was harder). Firefighting takes teamwork to be successful, and [we] were looking for an organization that mirrored that. Then BAM!—we found Cure Alzheimer's Fund. The people of the Cure Alzheimer's Fund are a team—from their research team to their administration team. They care, they are committed, they support us in our fundraising efforts and we are happy to have become a part of their team," he said. To date, the group has donated \$34,000 to Cure Alzheimer's Fund for research.



## THE McDONALD FAMILY, 'FAMILY FEUD'

McCordsville, Indiana, 2013

Drs. Brent and Christie McDonald met while attending Indiana University and shared a passion for dentistry. While in their mid-20s, they started their own dental practice. They also had one other thing in common—an unfortunate family history of Alzheimer's disease. The McDonalds knew they wanted to do something to help fight the disease. When the game show "Family Feud" came to Indianapolis seeking contestants, Christie knew she had found that something. The McDonalds auditioned and were selected for the show in 2013. "We all agreed that we would donate our winnings to an Alzheimer's disease charity as a tribute to our family members who fought and are fighting the disease," Christie said. The McDonalds won a remarkable \$20,520—all of which they generously donated to Cure Alzheimer's Fund.



### ALLY FINANCIAL

Detroit, Michigan, 2017

When you work at a company with a dress code, wearing jeans to the office is a luxury. Ally Financial encouraged its employees across six states to donate a minimum of \$5 each to CureAlz in exchange for the privilege of donning denim at its Jeans Day fundraiser. The company raised \$2,000.

### MATT ARTHUR, TACO BELL FUNDRAISER

Findlay, Ohio, 2021

The Kentris Taco Bell Franchise through Matt Arthur held a campaign that raised \$9,700 for Cure Alzheimer's Fund. For two weeks, customers of its 15 Taco Bell locations opted to round up their order total to the nearest dollar, with those proceeds sent to CureAlz.

We are most grateful to Matt and all those who made the campaign a success.





## COURTNEY VANDERLINDE IVERSON, MORELS & MEMORIES MUSHROOM HUNT

Watertown, Minnesota, 2018–present

The Minnesota state mushroom is the morel, considered to be an elusive and rare delicacy. They only appear for a few weeks in April and May. Courtney Vanderlinde Iverson founded an annual fundraiser—the Morels & Memories Mushroom Hunt and Alzheimer’s Fundraiser. “I started this in honor of my mother, Heidi Vanderlinde, who was diagnosed with younger-onset Alzheimer’s disease in 2011 at the age of 49.” Because the prized morel is a wild mushroom that cannot be cultivated, the exact location of the hunt is a closely guarded secret and not disclosed until the night before the event. In addition to morel hunting, the event features insider tips and tricks on locating morels, prizes and a demonstration by a local chef on how to use morels. The event has raised \$30,000.



## THE WHETTON FAMILY

Caldwell, New Jersey, 2018–present

Dave and Rita Whetton (far right) and their son Enzo (second from left) were inspired by their firsthand knowledge to work on behalf of patients diagnosed with Alzheimer’s disease and their families. “During the seven years that my wife’s father and my father-in-law, Lorenzo Malanga, declined with Alzheimer’s disease, my family and I decided to raise funds and awareness for this terrible affliction,” said Dave. The family has held a music trivia night at a coffee house, an art show, raffle and bake sale at their home, and two virtual raffles over Zoom when in-person fundraisers weren’t possible. Together with the help of family and friends, they have raised more than \$10,000 for Cure Alzheimer’s Fund. Dave said, “We chose to volunteer for this organization as we truly believe in its mission, and are so grateful that 100% of donations go directly to scientists and research.”

## TERRY DONOGHUE, MARGE’S STRIVE FOR A CURE

Bradenton, Florida, 2020

Terry Donoghue is the proud owner of a small share of Kentucky Derby winner Authentic. The thoroughbred racehorse won the 2020 Derby, the Breeder’s Cup Classic and 2020 American Horse of the Year. That same year, Terry lost his loving wife, Marge, to Alzheimer’s disease. After her diagnosis, Marge and Terry worked to raise awareness of the disease and the need for research. In honor of his wife, Terry started Marge’s Strive for a Cure. In Terry’s words, “Please help me and all of those suffering from this rotten illness to raise money for research so that we can make Alzheimer’s a disease of the past.” More than \$3,600 was raised.



## JD CORE TRAINING

Fairfield, New Jersey, 2019

Joe Droz, owner of JD Core Training, celebrated the four-year anniversary of his business by hosting a charity bootcamp. He discovered Cure Alzheimer’s Fund through participating in another Heroes event, Running 4 Answers. His bootcamp raised more than \$3,100.



## STEVE KANEKO

Seattle, Washington, 2007

Steve (center) won a Microsoft Technical Recognition Award, which acknowledges outstanding technical achievement and leadership. Steve researched charities after his team won the award, and chose to donate his portion—\$31,500—to Cure Alzheimer’s Fund in memory of both his father and grandfather, who had Alzheimer’s disease.



# Nurturing Hope

Children are impacted by Alzheimer's disease when they watch a family member suffer from the disease and witness their parents struggle with caregiving responsibilities. Heroism has no age limit. Generosity and drive begin early. Celebrating the contributions of the youngest CureAlz Heroes to finding a cure nurtures hope in all of us.

## XINYU (SIMON) WU

Shanghai, China, 2019

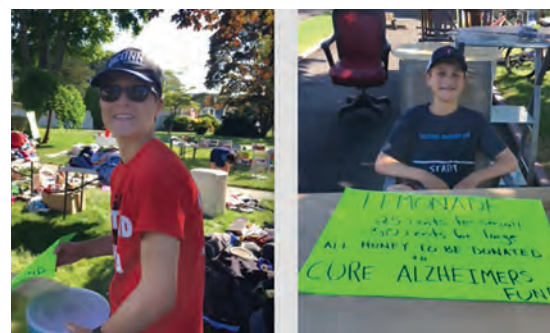
This accomplished pianist is the founder and president of Music for Awakening, a nonprofit student group that performs music at Alzheimer's care centers in Shanghai, China. Simon uses his music to awaken precious memories in people with Alzheimer's disease and bring smiles to their faces. Simon has raised more than \$4,500 in donations from local school districts through his efforts.



## NATE AND JARRETT NAGENGAST

Bay Shore, New York, 2018

In memory of their grandmother, Nate, 14, (right) and Jarrett Nagengast, 16, (left) organized a yard sale with a lemonade stand to drive donations for the purpose of funding research for a cure for Alzheimer's disease; they raised \$3,500.



## LAKE WALES CHARTER SCHOOL

Lake Wales, Florida, 2019

The students from Lake Wales Charter School wanted to find a way to thank Cure Alzheimer's Fund Founder and Co-Chairman Henry McCance for his tremendous support of their school. Without prompting from their teachers, the students formed a committee to make a plan. They created a campaign called "Making Memories Matter for McCance" and set a goal to raise \$10,000 in 10 days for Cure Alzheimer's Fund. Students got creative in their fundraising by printing T-shirts, collecting donations for the chance to dress casually and asking local businesses for donations. The students raised \$15,500 for Cure Alzheimer's Fund.

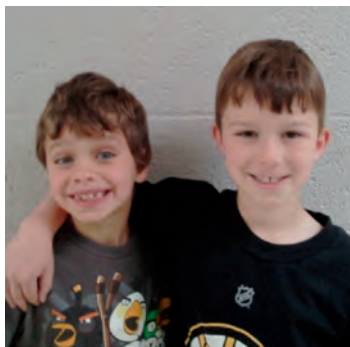
## MICHAEL KINTZER

Bedford, New York, 2021

To honor his Poppy, Howie, who died from the effects of Alzheimer's disease, and his grandfather, Jerry, who has been struggling with AD, Michael decided to raise money to fight Alzheimer's as his bar mitzvah project. Michael also trained for and ran the Leatherman's Loop, a 6.2-mile trail race. He raised more than \$2,400 for CureAlz.







### NATE LEVINE AND KYLE BROWN

*Fremont, New Hampshire, 2013*

You don't have to be an adult to realize that giving back makes a difference. In 2013, after doing research, a group of second-graders from Ellis School distributed fliers, made announcements over the PA system and reached out to their families to support Cure Alzheimer's Fund. The children then mailed a letter, signed by Nate (left) and Kyle (right), with \$83.17 enclosed. The letter read: "We hope this helps."

### JESSICA LAVORGNA, PAJAMA PANTS

*Tewksbury, New Jersey, 2007*

Eleven-year-old Jessica Lavorgna decided to raise money for Cure Alzheimer's Fund for her 6th grade class project. Each student developed a project to change or improve the world. Jessica raised money in memory of her grandmother, Olga. "I chose to change the world by raising money for people who have Alzheimer's. Alzheimer's is a disease where you sort of live in the past; you have a great long-term memory but a bad short-term memory. You can't remember your grandkids or friends you recently made at the golf course. I would know, my grandma didn't remember my sister or me. It was sad to know all the times we spent together were washed out of her memory. My grandma died of Alzheimer's. The last couple of months of her life were hard. Whenever I went to see her she wouldn't remember me. I would be just another face walking around the hospital. That's why I want to raise money for research on the cure of Alzheimer's," wrote Jessica. To raise money, Jessica sold flannel pajama bottoms at \$30 per pair and donated the proceeds—more than \$1,200—to Cure Alzheimer's Fund.



### ALEXA BURTON

*Boston, Massachusetts, 2019*

Alexa Burton has run several half-marathons in honor of her grandmother, Diane Aeschliman. For every \$150 donated to CureAlz, Alexa's family has donated a Jellycat stuffed animal to give comfort to a late-stage Alzheimer's patient. She has raised \$2,225 for Alzheimer's research.



### ZIV BARD

*Los Angeles, California, 2020*

This young magician started a project for his bar mitzvah to do good in the world and founded Magic for Memories. Ziv performs free magic shows with a suggested donation of \$18, representing Chai, the Hebrew word for life. All funds raised, \$5,038 to date, go toward furthering research through Cure Alzheimer's Fund in honor of his grandfather, Leslie, who passed away from the effects of the disease.

### LEZLEE SABO, MY DANCE STUDIO

*Smithsburg, Maryland, 2018–2019*

My Dance Studio has been in business for 19 years and strives to build confidence and character by teaching discipline and respect through learning the art form of dance. Lezlee, the studio director, decided to raise money for Cure Alzheimer's Fund. Her dance students embraced the idea and held a bake sale and sandwich sale outside her studio in successive years. The group raised almost \$1,800 for our researchers.





### MARTINEZ ELEMENTARY SCHOOL

Evans, Georgia, 2015

A group of gifted fifth-graders took their classroom learning about the brain one step further. For their final project, they created—entirely on their own—a fundraiser for Alzheimer's research. For one week, each student in the school contributed a dollar a day to participate in different dress-up themes. They raised more than \$1,200 for research.

### KAIWEN (KEVIN) WANG

Princeton, New Jersey, 2021

In 2019, golf enthusiast Kaiwen Wang volunteered at an international tournament as a translator and met a golfer whose father had Alzheimer's disease. This inspired



Kaiwen to research the disease, leading him to contribute to the cause by donating the money he made from the golf course. Through June 2021, Kaiwen's efforts have brought in \$10,717 to passionate scientists searching for a cure.

### ELLA O'DONNELL

Manalapan, New Jersey, 2020–2021

Ella has firsthand experience with Alzheimer's; her grandmother suffered from the disease. Ella wanted to make a difference, so the high school freshman made and sold more than 200 tie-dyed masks for a special school project. Not only did Ella provide important assistance during the pandemic, she also raised \$1,500 for researchers working for a cure.



### NIKHITH AND SRIHAS RAO

Vernon Hills, Illinois, 2020

Nikhith Rao (left) started the Longevity Foundation, a nonprofit organization to raise awareness of the prevalence and dangers of Alzheimer's disease, and to show the community what steps people can take to reduce their risk of developing AD. Nikhith and his brother Srihas Rao (right) hosted a virtual walk/run to bring awareness to the importance of well-being. During the 2020 virtual event, they raised and donated \$509 to Cure Alzheimer's Fund.



### SCHUYLKILL FRONTIER GIRLS AND QUEST CLUB

Schuylkill Haven, Pennsylvania, 2021

The children of all ages of the Schuylkill Frontier Girls and Schuylkill Quest Club learn the value of caring for others as part of their mission. In November, as part of National Alzheimer's Disease Awareness Month, they decided to help those with the disease. "My wife's grandmother had it, and we used to visit her at the nursing home," said James Spink, the groups' co-leader. "When she passed away, it put a big impact on us, and we decided that we wanted to make sure we could do everything we can do to help prevent that from happening to other families." In prior years, they collected money and purchased baby dolls to give to those with AD. In 2021, they sold custom T-shirts, wristbands and car decals to raise money for Cure Alzheimer's Fund. As a recent article on the Channel 16 WNEP Pennsylvania website put it, "Until that cure is found, they'll keep supporting community members in their fight against the disease. The group's compassion is summarized in one heartfelt offer: 'I'll remember for you.'"



# Braving a New Frontier

New technology and social platforms have enabled individuals to support their favorite charities by sharing the activities they are passionate about with others. Over the last few years, we've welcomed a new generation of CureAlz Heroes who have found that livestreaming and gaming sites, such as Twitch, can be used to raise money for Cure Alzheimer's Fund. Everything from live gaming marathons to online model building sessions have been held and funds raised for important Alzheimer's disease research.



## DIREHOWL GAMING

2021

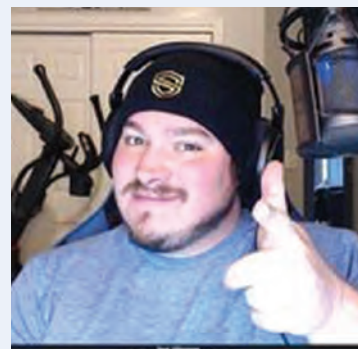
In lieu of tips, Twitch streamer DireHowl asked his followers and community to instead make donations to fund Alzheimer's research through the Cure Alzheimer's website. His followers have responded with enthusiasm and this fundraising effort continues.

## MATTHEWORMATT

2020

Matt is a Twitch streamer who plays a variety of video games on his channel.

Matt selected CureAlz as his charity of the month for November 2020 on Selfless Streaming, a Twitch collective dedicated to forgoing profits in favor of supporting worthy causes. He raised more than \$2,000.



## SHAGG STREAM

2021

To celebrate his birthday, Corey Shagena (aka Shaggalicious) raised money for Alzheimer's research through playing a variety of Nintendo Mario platform games in honor of his grandfather, Clayton K. Cadle, who has Alzheimer's disease. The livestream raised \$391.



## CHAMPIONS CHOICE

2021

Streamer Kelsey Livingston (aka Pandormancer) ran a 12-hour marathon League of Legends stream to raise funds for Alzheimer's research, with \$276 raised to find a cure.

## THE BALD MOVE, GROUNDHOG DAY MOVIE MARATHON

2021

Podcasting out of a small studio in Cincinnati, A. Ron Hubbard and Jim Jones generate hundreds of hours of video, audio and gaming content each year. Their mission to deliver passionate, fan-first, honest commentary on their favorite television shows and movies started with *Mad Men*, *The Walking Dead* and then *Breaking Bad*. On Groundhog Day 2021, they used Twitch to conduct a *Star Trek* marathon and asked their viewers and followers to contribute to Cure Alzheimer's Fund. An incredible \$17,000 was raised for Alzheimer's research.

News – 24 Hour Trek  
Marathon for  
CureAlz.org!





## “FLESH AND BLOOD” LIVESTREAM

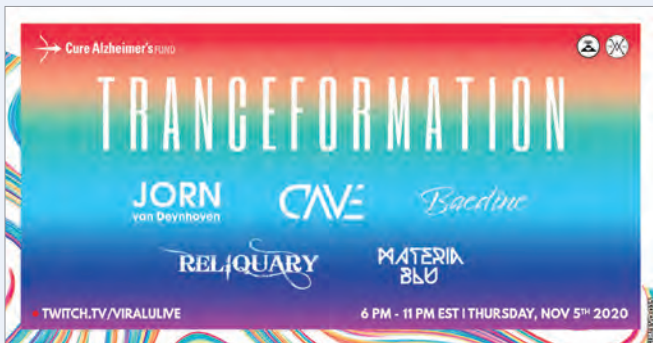
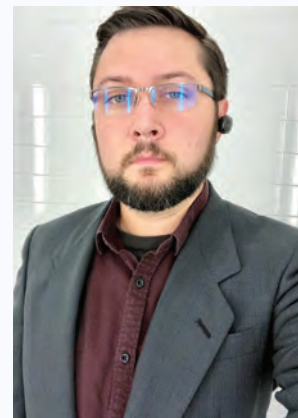
2021

Louie from Kitchen Table TCG joined forces with trading card store owners Mitch from The Midtown Merchant and George from CompeteSport to host a livestream fundraising event. They opened 80 boxes of trading cards from the game “Flesh and Blood.” Before the stream, they asked their communities to make a pledge to donate for each “legendary” card they pulled. With connections to ALS and Alzheimer’s disease, the three chose to split the proceeds of more than \$40,000 between Cure Alzheimer’s Fund and The Loy Stewart and George C. Wendt Institute for ALS Research.

## JASON KOLLAT, BADGUNPLA

2019–present

Alzheimer’s disease has been a part of Jason Kollat’s life for as long as he can remember. His grandparents passed away from the effects of the disease and his aunt now has Alzheimer’s disease. Under the moniker of Badgunpla, Jason decided in 2019 to employ his hobby of assembling Gunpla anime models to livestream a 24-hour video model-building marathon on Twitch, with all donations to benefit Cure Alzheimer’s Fund. His goal was \$500. Much to his surprise—and ours—Jason’s followers donated nearly \$10,000. In subsequent livestreams through 2021, Jason enlisted fellow gamers to get involved, raising total donations to CureAlz to more than \$21,500.



## VIR ALU

2020

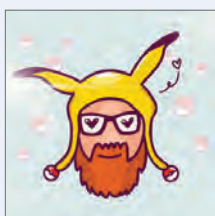
Vir Alu is a collaboration of forward-thinking artists and creative people who set out to support and raise funds for nonprofit groups and communities impacted by the coronavirus (COVID-19) pandemic. In November 2020, it expanded to support other causes. A group of artists generously hosted a music livestream to bring awareness to the disease and raised nearly \$250 to benefit Cure Alzheimer’s Fund.



## FLOOR LORDS

2021

Three friends—Alan, Nikki and Vasilios—came together to put on a 24-hour livestreaming marathon playing the card game Magic: The Gathering, and raised \$625 to support Cure Alzheimer’s Fund.



## VITAMINAXION

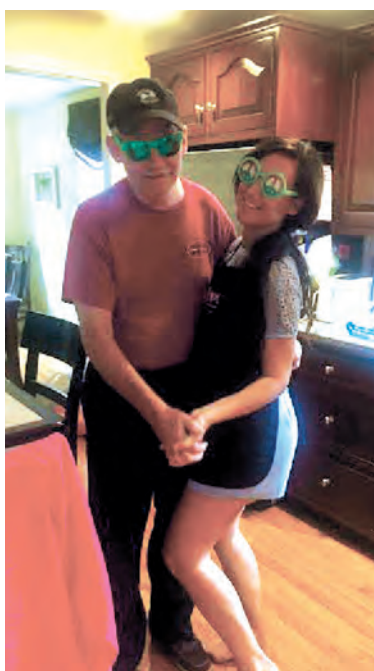
2020

Vitamin is a full-time fitness professional with a love for all things Nintendo, rich-RPG worlds and multiplayer gaming; he loves sharing his passion for gaming through Twitch. He completed a 48-hour livestream of himself playing 3D Mario All Stars, raising \$536 for CureAlz.



# Celebrating with Heart

The loss of loved ones from Alzheimer's disease is often felt intensely during birthdays and anniversaries, and at family gatherings like weddings. Many CureAlz Heroes choose to honor that special person who is no longer there to celebrate by sharing their stories and asking for donations to Cure Alzheimer's Fund in lieu of gifts.



## STEF DESMOND

*Boston, Massachusetts, 2015*

Stef usually celebrates her birthday by taking a trip, but in honor of her 30th she decided to do something different. She asked family and friends to donate \$30, or whatever they could, to fund Alzheimer's disease research. Her father, Daniel, was diagnosed with early-onset AD and Stef wanted to make a difference. She raised \$1,200 for research.

## GERRY NOGEL

*Vero Beach, Florida, 2012*

When Gerry Nogelo turned 70, she only had one wish—to find a cure for Alzheimer's disease. She mailed more than 40 letters to her friends and family asking them to make a donation to Cure Alzheimer's Fund for her birthday. She wrote: "I am asking you to consider sending a donation to Cure Alzheimer's Fund in honor of my 70th birthday. It would be the most important and blessed gift you could give to me. Every little bit will help find a cure." Gerry lost her mother, aunt and uncle to the disease. "They all started showing signs of the illness around age 75," explains Nogelo. "I took care of my mother for eight years and my aunt for 11 before they both passed away." Some \$1,400 was donated to our research in honor of Gerry's birthday.



## JOSH BOEHM AND ALEXIS DANNEMAN

*Phoenix, Arizona, 2016*

Josh's father Colin (left) was diagnosed with early-onset Alzheimer's disease, setting up a very difficult journey for their family. Colin unfortunately could not attend his son's wedding due to the progression of his disease. The couple's guests generously supported Cure Alzheimer's Fund in Colin's honor.



## JOHN FROMAN AND SARA WHIPPLE

*Chicago, Illinois, 2015*

Both of John's grandmothers passed away from the effects of Alzheimer's disease. In lieu of gifts for their wedding, the couple asked guests to make a donation in their memories to Cure Alzheimer's Fund.



**KRISTYN HOBBS AND DONALD WHITTINGTON**

*Southlake, Texas, 2014*

Don and Kristyn decided that in lieu of wedding gifts, they would ask their friends and family to make a charitable donation instead. The couple both had grandmothers who had Alzheimer's disease, and they know how the disease affects patients and their families. Their generosity led to much-needed funds for research.

**HOLLIE WHEELER AND HOWIE LOWDEN**

*2019*

Howie and Hollie wanted to find a charity that was meaningful to them to designate donations to in lieu of wedding gifts. As they had witnessed the heartbreak associated with Alzheimer's disease, finding a charity tied to dementia and one that used donations responsibly were important factors. Cure Alzheimer's Fund researchers benefited greatly from their generosity.



**BARRIE STERN AND DAVID KARPAY**

*Baltimore, Maryland, 2021*

David and Barrie chose to support Cure Alzheimer's Fund to honor Barrie's maternal grandfather, Harold "Hank" Strauss, who had passed away after being diagnosed with AD more than 10 years prior. They requested donations in lieu of wedding gifts; those funds will get us closer to a cure.



**KATERINA SOURGIADAKIS**

*Littleton, New Hampshire, 2014*

Katerina knew that celebrating her 24th birthday on the 24th of September should be something special. Her grandmother had passed away from the effects of Alzheimer's disease two years before and Katerina wanted to honor her as part of her own birthday celebration. Instead of a party, Katerina hosted a Wiffle Ball game and asked her friends and family to donate at least \$5 to play. Together, they raised \$550 for research.



**CHARLINE KIM**

*Los Angeles, California, 2014*

When Charline turned 27, she asked her friends to make a donation to Cure Alzheimer's Fund in honor of her grandmother. Charline even donated \$100 as a birthday present to herself, and asked her friends for \$10 or even \$5. "That's like a Starbucks drink you can spare," she said. "And every dollar is a step closer to a cure." She raised \$1,565.



**JANA PENFIELD AND BRIAN ALGER**

*San Anselmo, California, 2021*

Jana's dad had Alzheimer's for more than 10 years. She also watched her grandmother struggle with the disease. In lieu of wedding gifts, Jana and her fiancé, Brian, chose to help fund research to support other families whose loved ones have the disease. Their guests' generosity put funds quickly in the hands of our researchers.

**"I've learned firsthand that Alzheimer's is not just an 'old person's' disease." — CureAlz Hero**



## GABI LANZA'S SWEET 16 BIRTHDAY

*Middletown, Connecticut, 2015*

When Gabi Lanza (center) turned 16, she wasn't thinking about herself. In lieu of gifts, Gabi requested that her friends and family send contributions to Cure Alzheimer's Fund to help raise money for research to find a cure. "My grandfather has suffered from Alzheimer's for the last ten years, and this situation has really shown me what matters in life. My grandmother's patience and love as a caregiver is such a great example for the rest of us. I hope the \$800 I raised will help find a cure for this heartbreaking disease and prevent others from having to go through what we have," said Gabi.



## NELSON EVERTS

*Sherborn, Massachusetts, 2013*

Each 5th grader at the Pine Hill School participates in a project called "Citizenship in Action," where students choose an organization to research and help raise awareness for it. Nelson chose Cure Alzheimer's Fund "because many people in my family have died from Alzheimer's and I wish to find a cure as soon as possible." Nelson raised more than \$250 by asking relatives to donate in lieu of birthday presents, holding a bake sale and selling Silly String.



## LEITH STEVENS AND KATIE WOLF

*Mountain View, California, 2014*

Katie and Leith wanted to include a donation option in lieu of wedding gifts. Cure Alzheimer's Fund was a natural choice for Katie after seeing and experiencing the impacts of the disease on her grandparents and their family. Their guests really came through.



## MJ AND GARRETT STONE

*Houston, Texas, 2015*

The couple decided on a donation option in lieu of wedding gifts and were excited to help support a fund that works toward a cure for Alzheimer's disease. Both had seen the debilitating effects of the disease on their own family members. Their kindness put research dollars to work right away.



## MIRIAM FISHER AND DANIEL HULKOWER

*New York, New York, 2018*

Miriam and Dan each witnessed the heartbreak associated with dementia up close, so finding a charity tied to dementia to request wedding donations to seemed like a natural fit. They found Cure Alzheimer's Fund on Charity Navigator—and it fit their requirements exactly: a mission they agreed with, very highly rated, not so big and with reasonable expenses.

# Getting Down to Business

It is becoming more and more common for businesses to give back to their communities, often choosing a cause that is meaningful to them personally or one that will have a wide impact. Many CureAlz Heroes have channeled success from their business or specialty product by donating a percentage of profits to Cure Alzheimer's Fund. Whether it's a specially designed bracelet or a select flavor of coffee, these business-savvy Heroes have demonstrated they mean business when it comes to fighting Alzheimer's disease.



## J. McLAUGHLIN

Brooklyn, New York, 2017–2020

The idea of a "Sip 'n Shop" came from Janet Anthos, a Boston-area store manager of the national clothing and accessories retailer, whose mother-in-law, Pauline Anthos, was diagnosed with Alzheimer's disease. The Sip 'n Shop was the first of many in which J. McLaughlin stores donated 15% of sales from these events to research, raising awareness for Alzheimer's disease among its clientele. The company has held the event many times, and to date has donated \$14,600 to Cure Alzheimer's Fund.



## ONEHOPE WINE

Newport Beach, California, 2017–present

Located in the heart of Napa Valley, California, ONEHOPE Wine's mission is to bring people together to celebrate and serve the world. Each of the company's products supports a charitable cause, with a portion of proceeds from selected wines going directly to Cure Alzheimer's Fund. Some \$69,000 has been donated to date for this ongoing initiative.

## PROLITE SPORTS

Port Washington, Wisconsin, 2017

PROLITE designed and manufactured a limited-edition pickleball paddle with the words END ALZ on it as a tribute to those diagnosed with the disease, and their friends and family members. Owner/President Neil Friedenberg wanted to raise awareness for the disease among pickleball players everywhere. For each paddle sold, PROLITE contributed \$15 to Cure Alzheimer's Fund; the company raised \$525.



## SPRINGBOK PUZZLES

Kansas City, Missouri, 2014–present

The idea for Puzzles to Remember came from then-13-year-old Max Wallack. In caring for his great grandmother, Gertrude Finkelstein, he noticed she had a positive, calming response while working on jigsaw puzzles. This special line of large-piece puzzles offers a simple activity with lifelong benefits, such as encouraging mental and physical dexterity. A portion of the proceeds of every Alzheimer's puzzle purchased through the website is donated to Cure Alzheimer's Fund. Approximately \$1,100 of proceeds has been donated to CureAlz.





## CARMA CUP

2021–present

Dylan Russell, founder and CEO of Carma Cup, is on a mission to create eco-friendly sustainable products that can drive real change. Carma Cup aspires to reduce the use of disposable cups while giving back to those who need help. The sale of each cup supports a charity, and Cure Alzheimer's Fund is honored to be one of the nonprofits receiving a portion of profits. According to Dylan, "the Carma Cup represents an idea that businesses do not need to be constantly focused on generating massive profits, but can become a tool to support others in need....The goal of Carma Cup is to help as many people as possible, and we firmly believe a majority of profits should be donated to honorable causes."

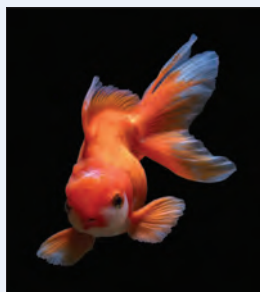


**"We went onto Charity Navigator and the Cure Alzheimer's Fund fit our requirements exactly—a mission we agreed with [that is] very highly rated." — CureAlz Hero**

## NEXT DAY KOI

2021

Since 2006, Next Day Koi has specialized in shipping live koi and exotic fish to pond hobbyists across the United States. Part of its commitment to giving back means donating a portion of proceeds to important causes. Next Day Koi and founder Casey LeFever have raised \$2,700 for Cure Alzheimer's Fund research.



## STARS HOLLOW YARNS

2021

Stars Hollow Yarns is an independent shop that emphasizes products made from natural, sustainable sources, particularly those from small, local, environmentally and socially conscious businesses and those owned by women and people of color. The store's owners have a strong sense of responsibility toward our planet and offer support via purchases to a variety of nonprofit organizations, including Cure Alzheimer's Fund.



## LOVE DEEPLY-WEEP FREELY HANDKERCHIEFS

2020

Lisa Husted founded her company to provide comfort to those whose hearts are full of emotion, and to grant them permission to cry in happy times and difficult times. The REMEMBRANCE handkerchief depicts two grey doves nestled among forget-me-nots, amid a background of tiny blue dots. Every purchase helps fund Alzheimer's research. She has raised more than \$100 to date for our researchers.

## REVIVE CHARITABLE JEWELRY

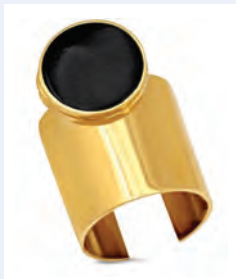
Redondo Beach, California, 2018–present

After learning her brother had lupus, and then losing her grandfather to cancer, Nikki Zazzali felt powerless against the diseases that had caused such pain for her family. She wondered, "But what could I do? I'm just one person....And then, I thought, what if it wasn't just me trying to help? Surely there are other people who feel this way too...That's when the light bulb went on! If we all get together to rally behind this cause, we can start a movement....that uses these diseases to take our power back from them." Nikki created a line of necklaces, bracelets, earrings, hairpins and rings to bring awareness to diseases, including 30 products for Alzheimer's awareness, and to fund needed research.



## A TOKEN OF

2019–2020



Inspired by modern women, each locket ring is one of a kind, engraved by hand, and designed with intricate craftsmanship and quality materials. The French Enamel Locket Ring is adjustable to be worn on any finger, and can hold one or two photos. Ten percent of proceeds from the sale of each ring goes to Cure Alzheimer's Fund research; thus far, that amounts to \$165.

## THE COFFEE RIDE

Boulder, Colorado, 2021–present

The Coffee Ride began with a simple goal: to make others happy by delivering the freshest coffee by bicycle. In 2016, Coffee Ride founder Josh Crane lost his mother eight years after she was diagnosed with Alzheimer's disease. Having experienced firsthand the pain a family goes through with this disease—and knowing the power coffee has to bring people together—he wanted to create a program to bring awareness to the disease and help fund efforts for a cure. Twenty-five percent of sale proceeds of the company's special CureAlz Coffee blend go directly to Cure Alzheimer's Fund to support critically needed research.



## TESSA ARIAS, HANDLE THE HEAT

Phoenix, Arizona, 2021

Trained chef and avid baker Tessa Arias started Handle the Heat as a way to share her trusted recipes with friends and family. Tessa also uses her platform of 1 million monthly unique blog visitors to bring awareness to Alzheimer's disease and the need to fund research. Followers are encouraged to prepare one of the recipes on Tessa's blog, take photos and submit to the blog. Each entry during November resulted in a donation to our research. How sweet!

“Cure Alzheimer's Fund is exactly the type of organization I was looking for. Their singular focus on research is what we need.” — CureAlz Hero



## STRENGTHLETS

2020

Strengthlets were designed by an all-female team to empower women all over the world and to give back to charitable organizations. All designs incorporate two hands, symbolizing encouragement and support from one woman to another. Cure Alzheimer's Fund receives 10% of the sale proceeds of the Alzheimer's Awareness Strengthlets.



## PIPER LOU CARES

2018

Piper Lou calls itself a fun and snarky lifestyle brand with lots of great apparel, drinkware designs and stemless wine cups. Under the Piper Lou Cares program, the retailer works with vetted charities to donate 100% of net profits associated with an item to their specified cause. Through the on-going program, Cure Alzheimer's Fund has received \$1,700 in donations to date.



# Creating Change

Expressing oneself through the arts—with words, paint, dance and more—brings beauty, calm, understanding, and joy into the hearts and minds of others. Many CureAlz Heroes have used their talents and creativity to support research through Cure Alzheimer's Fund to change the impact of Alzheimer's disease on future generations.



## GIL STUBBS

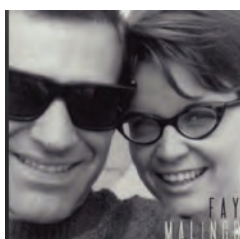
Wellesley, Massachusetts, 2017–2019

Gil Stubbs and several of his fellow magicians have held annual magic shows to raise money and awareness for Cure Alzheimer's Fund. The idea was inspired by Gil's friend asking for donations to CureAlz in lieu of flowers after his wife's passing from Alzheimer's disease. The shows have raised \$1,100 for CureAlz.

## JONATHAN GERBER

Greencastle, Indiana, 2020

Jonathan Gerber (aka Malingo) is an indie folk songwriter. In 2016, he started writing an album as a way to process and cope with his mom's Alzheimer's diagnosis. "Fay" is a beautiful musical tribute to her character, spirit and legacy that lives on through her eight children. Partial proceeds from the work go to CureAlz; nearly \$125 has been raised.



## PAUL COTÉ, LIVE PAINTING

Cumberland, Rhode Island, 2019

"Pretty brutal" is how artist Paul Coté describes the effects of Alzheimer's disease on his family. His dad, a World War II U.S. Army Air Forces veteran who passed away in April 2019, and three of his aunts had or are still living with Alzheimer's. "It's a family wipeout," he said. Coté's work can be found in the public collections of The Smithsonian, Harvard University, Massachusetts General Hospital and Butler Hospital, as well as many private collections. Coté has become an advocate for scientific research by using his brand of abstract expressionism to raise awareness of, and funds for, Alzheimer's disease. In March 2019, Coté conducted a live painting performance, during which he created 10 original canvases for auction, with all proceeds benefiting Cure Alzheimer's Fund; more than \$10,000 was raised.



## HAROLD SANDITEN

*London, England, 2022*

The cabaret and jazz singer has been hosting Harold Sanditen's Open Mic Party at the Crazy Coqs in London, now in its ninth season. He was planning to put on a charity show for CureAlz in his hometown of Tulsa, Oklahoma, in 2020 but it was postponed due to the pandemic. With \$26,000 in ticket sales so far, the show—"I Got Rhythms, A Toe-Tapping Concert to Fund Alzheimer's Research," is planned for 2022.

## JESS SCUTELLA

*Erie, Pennsylvania, 2017*

Jess Scutella, professional tattooist and writer, published his first collection of poetry, "Reflections From Waterford's Woods," with the preface declaring half of the book's proceeds would benefit CureAlz. The artist sought to raise money and bring awareness to a younger generation, as he thinks our youth need to take up the fight against Alzheimer's to strengthen the likelihood of beating the disease.



## ALAN ZHANG, PIANO FOR ALZHEIMER'S

*Wellesley, Massachusetts, 2016*

While he was a student at Wellesley High School, Alan Zhang both played and taught piano. He also played at the Newton Wellesley Center for Alzheimer's Care. Before that, he'd never met anyone with AD. Alan became acquainted with the residents and learned of their favorite songs. "One woman named Marilyn knew almost every song I played, and especially loved, 'And The Band Played On,'" Alan said. "Sadly, as time passed, Marilyn and other patients, who used to be so lively, no longer had as much spirit as they used to. But I still played that song for her whenever she walked into the room." After witnessing the effect of the disease on individuals and their families, Alan decided to donate all the money he earned teaching piano and chess to Alzheimer's research.



## JONATHA BROOKE

*New York, New York, 2014*

Jonatha said her mom had a flair for the dramatic. In her dementia, her mom elevated her own particular brand of theater to a whole new level and suggested they make a play out of it. So Jonatha wrote a musical and an album called "My Mother Has 4 Noses," which opened to rave reviews. Jonatha had previously raised \$5,000 for CureAlz with her Pledge Music campaign.





### MORGAN MIDDLETON

*Springfield, Virginia, 2017*

"Remember When" is an original, one-woman show featuring four accomplished musicians from the esteemed New England Conservatory. Morgan performed the musical as a fundraiser for Cure Alzheimer's Fund, donating \$1,800 to our organization. The show was designed to harness the power of music in the treatment of Alzheimer's disease.

### ALZHERNATIVE SOUNDS

*Cleveland, Ohio, 2013*

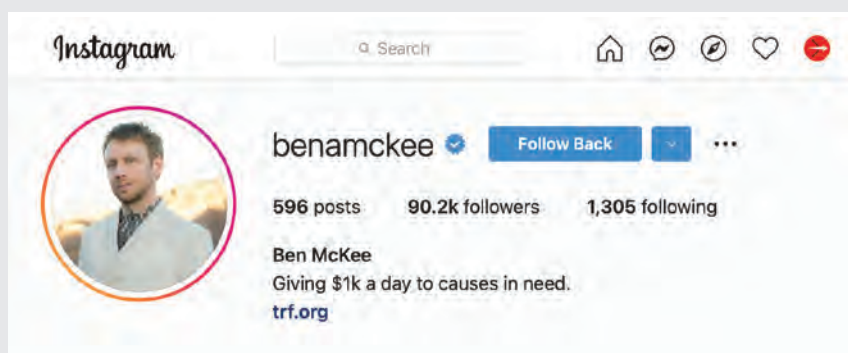
A group of students at Case Western Reserve University organized a campuswide alternative rock concert to raise money for Cure Alzheimer's Fund. The band, Alzhernative Sounds, rocked out to music played by The Killers, Vanessa Carlton, Maroon 5 and others, raising more than \$500 for research.



### GABRIELLE de WECK

*Natick, Massachusetts, 2015 and 2018*

As a high school senior, Gabrielle created a benefit dance performance dedicated to her grandmother, Clare Lohman Hustedde, and the millions of other people with Alzheimer's disease. As a college dance group member, Gabrielle suggested Cure Alzheimer's Fund receive more than \$1,000 in donations from their event.



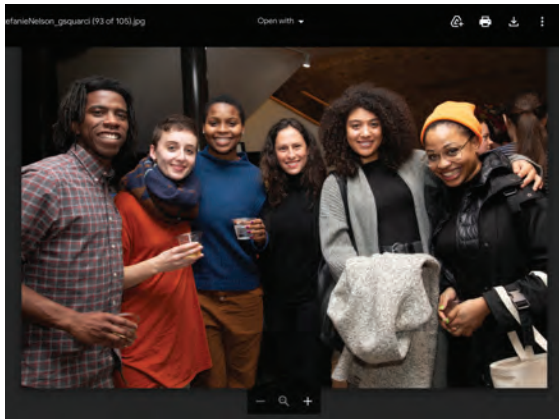
### BEN MCKEE, IMAGINE DRAGONS

*New York, New York, 2021*

Ben McKee is a musician who is best known as the bassist for the pop rock band Imagine Dragons. In early 2021, Ben pledged to donate \$1,000 every day for a year to worthy causes. On Aug. 23, Ben announced on social media that he was supporting Cure Alzheimer's Fund research with his donation of the day. With more than 100,000 followers on Twitter and more than 90,000 followers on Instagram, Ben's choice of Cure Alzheimer's Fund generated awareness for our mission and commitment to all donations going to research.

"We chose to volunteer for this organization as we truly believe in its mission and are so grateful that 100 percent of donations [goes] directly to scientists and research."

— CureAlz Hero



## MOVING MEMORY PROJECT

*New York, New York, 2019*

The Moving Memory Project was established as a festival dedicated to memory and forgetting, with a special focus on Alzheimer's. It featured a dance piece choreographed by Stefanie Nelson called "MY NAME IS..." which was inspired by her experiences watching family members with dementia, and a selection of short films from the Living With Alzheimer's Project.



## JEFF MONAHAN

*Newburyport, Massachusetts, 2017*

"Play Me, I'm Yours," was a public display featuring 60 pianos designed by local artists and placed in outdoor public spaces in the Boston area. One of the pianos, titled "Making Memories," was designed by artist Jeff Monahan. With his piano, Monahan wanted to help educate people about the positive role music can play for those with Alzheimer's disease, and celebrate its importance in all of our lives. He dedicated the piano to all those with Alzheimer's and helped raise awareness, one note at a time.

## JONATHAN MINKOFF, SINGSTRONG

*Garden City, New York, 2015–present*

Celebrating its 17th festival in 2020, SingStrong is a weekend-long a cappella music festival featuring groups from around the world performing every style under the sun, from barbershop to doo-wop, pop to jazz, beatbox to overtone singing and beyond. Profits from SingStrong go to support music programs and Alzheimer's disease research. Jonathan Minkoff is the founder of the nonprofit organization and producer of the event, which has raised \$23,800 for Cure Alzheimer's Fund since inception.



## GEORGE KALANTZES

*Bozeman, Montana, 2021*

This professional landscape photographer held a virtual exhibit and fundraiser celebrating the small farming communities and rural landscapes of Montana in honor of his mother. He raised \$12,500 for Cure Alzheimer's Fund through the sale of his photography, both online and at a gallery event held in Bozeman.



**"The people of the Cure Alzheimer's Fund are a team—from their research team to their administration team. They care, they are committed, they support us in our fundraising efforts, and we are happy to have become a part of their team." — CureAlz Hero**



## CUREALZ ♥ HEROES

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### Become a Hero

While reading the stories of the ways in which so many people have contributed to Alzheimer's disease research, you may be inspired to become a CureAlz Hero.

Maybe you want to learn about how our Heroes have made decisions regarding the type of fundraiser to have. Maybe you are interested in finding out ways to promote a fundraiser. Or maybe you just need help getting started.

*We can help.*

We will work with you to identify the type of fundraiser that best suits your needs. Then, we can guide you through the promotion process, including the ways that Cure Alzheimer's Fund can help make others aware of your event. In some cases, we may be able to connect you with one of the other CureAlz Heroes for their insights into preparing for and hosting an event.

If you already have an idea for a fundraiser—or if you plan to once again hold an event that previously has been for the benefit of our research—please let us know so we can create a page on our website on your behalf and help promote your event.

For more information, please send an email with your name and contact information to [Info@CureAlz.org](mailto:Info@CureAlz.org).

# CUREALZ

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## Ways to Donate

Cure Alzheimer's Fund is fortunate to have thousands of donors who make contributions of all sizes to support our cause. We are grateful to each and every donor. Here are some of the ways you can give today.

### ONLINE

You can donate directly from our website—please visit [www.CureAlz.org/Donate](http://www.CureAlz.org/Donate).

### MAIL

Please make your check payable to Cure Alzheimer's Fund and mail to our office at: Cure Alzheimer's Fund, 34 Washington St., Suite 310, Wellesley Hills, MA 02481.

### TELEPHONE

If you would like to make a donation by telephone, please call us at **781-237-3800**. Our business hours are 9:00 a.m. to 5:00 p.m. ET. When calling after hours, please leave a message and we will return your call the next business day.

### DONOR ADVISED FUNDS

Donors with funds held by Fidelity Charitable, Schwab Charitable or Great Kansas Community Foundation may use the DAF Direct form on our website to process donations. For all other Donor Advised Fund holders, please mail checks to our office at: Cure Alzheimer's Fund, 34 Washington St., Suite 310, Wellesley Hills, MA 02481.

### MONTHLY GIVING

We also offer the option of monthly giving through our online donation form, allowing you to select a specific gift amount for automatic, recurring contributions. Monthly giving is a powerful way to show your support for research to find a cure for Alzheimer's disease.

### PLANNED GIVING

We offer a number of planned giving options, some of which may offer tax incentives. These include:

- Bequests (from our website, you can access information about Freewill and the complimentary options available to include CureAlz in your plans)
- Qualified charitable distributions
- Charitable gift annuities
- Charitable remainder trusts
- Charitable lead trusts
- Gift of retirement assets or life insurance policies



## SECURITIES OR DIRECT TRANSFER

Cure Alzheimer's Fund works with First Republic Bank to receive and process gifts of securities. Publicly traded stock will be processed at fair market value of the security on the date the stock is received.

## CORPORATE MATCHING GIFTS

Many corporations have matching gift programs. This is a terrific way to multiply your personal contributions to Cure Alzheimer's Fund. Talk to your human resources representative to find out whether your company has a matching program.

## AMAZON.COM

Amazon Smile is a simple and easy way for you to support Cure Alzheimer's Fund, with the purchases you make through Amazon. When you're shopping on Amazon, go first to [smile.amazon.com](https://smile.amazon.com) and select Cure Alzheimer's Fund.

## VEHICLE DONATION

If you would like to donate a vehicle to Cure Alzheimer's Fund, the associates at CARS will be happy to assist. They will pick up your car and provide you with a tax receipt. Visit [www.CarEasy.org/nonprofit/Cure-Alzheimers-Fund](https://www.CarEasy.org/nonprofit/Cure-Alzheimers-Fund) or call 855.500.RIDE (7433) for more information.

To explore these and other ways to give, please visit [www.CureAlz.org/Donate](https://www.CureAlz.org/Donate) or contact Laurel Lyle at [LLyle@CureAlz.org](mailto:LLyle@CureAlz.org), or call 781-237-3800.

## 100% OF YOUR DONATION GOES DIRECTLY TO RESEARCH.

Cure Alzheimer's Fund is a "doing business as" name for the Alzheimer's Disease Research Foundation, a 501(c)(3) public charity with federal tax ID #52-239-6428.



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The 50 Best Charities  
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# CUREALZ

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## OUR MISSION

Cure Alzheimer's Fund is a nonprofit organization dedicated to funding research with the highest probability of preventing, slowing or reversing Alzheimer's disease.



[WWW.CUREALZ.ORG](http://WWW.CUREALZ.ORG) | [WWW.WOMENANDALZHEIMERS.ORG](http://WWW.WOMENANDALZHEIMERS.ORG)

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1.877.CURE.ALZ (1.877.287.3259)

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